

## **Program Description/Textbook or Print Instructional Material**

Vendor: Lawrenceville Press, Inc. Web Address: lvp.com

Title: An Guide to Web Development Using Macromedia Dreamweaver MX

Author: Brown/ Presley Copyright: 2003

ISBN: 1-58003-030-0 Course/Content Area: Information Technology/Web Page Design

Intended Grade or Level: 11 Readability Level: 10.2 Flesh-Kincaid

List Price: 53.30 Lowest Wholesale Price: 39.95

*All materials bid as of July 1, 2003 must be offered in an alternative format for students who require reading accommodations. A description of the levels of accommodation is included on p.8-9 of this bid packet. The Kentucky Department of Education must receive a copy of the alternative format if the instructional material is placed on the State Multiple List.*

Level of Accommodations (Level One, Two or Three) Level Three

If Level Two or Three, please provide rationale for not meeting Level One Compliance We will do our best to meet Level One. Since our publications are computer texts it may not be possible and pdf files would be the best format solution.

### **FEATURES**

**DISCLAIMER:** The features of each book or program were developed by the publisher and do not reflect the opinion of the State Review Team, State Textbook Commission, nor of the Kentucky Department of Education.

#### **Content**

*A Guide to Web Development Using Macromedia Dreamweaver MX* presents material for Dreamweaver, Fireworks, Flash, Internet Explorer, Outlook Express, and Notepad. Chapters introduce all aspects of Web site development, including Web page layout, typography, color, editing, and graphics. Other chapters introduce the Internet and the World Wide Web, publishing a Web site, and cascading style sheets.

#### **Student Experiences**

*A Guide to Web Development Using Macromedia Dreamweaver MX* has been classroom tested by experienced computer educators.

#### **Assessment**

Each chapter contains numerous practices, review questions, and exercises. The Teacher's Resource CD contains worksheets and tests, as well as the ExamView test generator program.

#### **Organization**

*A Guide to Web Development Using Macromedia Dreamweaver MX* is written for a one-term or two-term course. An outline of the significant topics that will be covered is presented at the beginning of each chapter, and practices and numerous reviews and a large set of exercises of varying difficulty are presented throughout each chapter. An introduction to HTML is presented before students are introduced to Dreamweaver. Each chapter concludes with a vocabulary and a chapter summary.

#### **Resource Materials**

##### **Gratis Items To Be Provided And Under What Conditions**

The Teacher's Resource CD will be provided at no charge when ordering a classroom set of 20 or more texts. There are also supplemental chapters on line at lvp.com that can be downloaded at

no charge by teachers when using our text in their class.



# Group V - Career/Technical Vocational/Practical Living Education Instructional Materials Evaluation Tool IT Web Design Career Major



<b>Title:</b> A Guide to Web Development Using Macromedia Dreamweaver MX		<b>Cost:</b> \$ 39.95	
<b>Publisher:</b> Lawrenceville Press, Inc.			
<b>Item Evaluated:</b> Textbook and Software			
<b>Copyright Date:</b> 2003		<b>Evaluator:</b> Stephen Johnson	
<b>Content Level:</b> 11		<b>Date of Evaluation:</b> 7/31/2003	
<b>Level of Alternative Format</b>	Level 1 – Full Compliance	Level 2 – Provisional Compliance	Level 3 – Marginal Compliance
This section completed by Exceptional Children Services			

## Overall Strengths and/or Weaknesses

**Disclaimer:** Comments on the strengths and/or weaknesses of each book, material or program were written by members of the State Textbook/Instructional Materials Review Team and reflect their opinions . They do not reflect the opinions of the State Textbook Commission nor the Kentucky Department of Education. In addition, the State Textbook/ Instructional Materials Review Team completed each evaluation form during the week of July 28-Aug. 1, 2003. In order to maintain the integrity of the of the review team's comments, editing was limited to spelling and punctuation.

Recommendations:	
<input checked="checked" type="checkbox"/>	Recommended by reviewers to State Textbook Commission
<input type="checkbox"/>	Not recommended by reviewers to State Textbook Commission

**Publisher's Explanation of Reviewer's Comments:** By action of the State Textbook Commission, publishers are provided limited space, 150 words, to respond to what they may consider factual errors made by the reviewers in the evaluation.



**Group V - Career/Technical  
Vocational/Practical Living Education  
Instructional Materials Evaluation Tool  
IT Web Design Career Major**



<b>Title: A Guide to Web Development Using Macromedia Dreamweaver MX</b>		<b>Publisher: Lawrenceville Press, Inc.</b>	
Technology Management Summary Data:		20 possible points	_____16_____ points earned
Technology Management Comments:			
Technology Presentation/Interface Summary Data:		36 possible points	_____20_____ points earned
Technology Presentation/Interface Comments: Data/Image files missing certain materials			
Content Summary Data:		32 possible points	_____24_____ points earned
Content Comments:			
Instruction & Management Summary Data		52 possible points	_____48_____ points earned
Instruction & Management Comments:			
Organization & Structure Summary Data		36 possible points	_____36_____ points earned
Organization & Structure Comments:			
Resource Material Summary Data		40 possible points	_____27_____ points earned
Resource Material Comments:			



## Group V - Career /Technical & Vocational/Practical Living

Electronic Instructional Media Review Form - A Guide to Web Development Using Macromedia Dreamweaver MX- LawrPress

Stand Alone/Independent or Integrated Software for IT Web Design Career Major



Equipment (circle or change fill color)	Grade Level (circle or change fill color)	Audience (circle or change fill color)	Format (circle or change fill color)	Cost: Included with text	
Windows	Primary	Individual	Stand Alone/Independent	_____single copy	_____site license
Macintosh	Intermediate	Small Group	Integrated	_____network version	_____school version
CD-ROM	Middle	Large Group	Supplemental	_____lab pack of ____ copies	_____online
DVD	High		In lieu of basal test		
Sound					
Other					

If other, explain

Type of Software: Check all that apply	_____Simulation	_____Management	_____Interdisciplinary	_____Problem Solving	_____Tutorial
_____Exploratory	_____Creativity	_____Drill and Practice	_____Critical Thinking	_____Utility	_____Other:

Rating Scale:	3—Some of the time	1—None of the time
4—All or the time	2—Minimally	0— Not applicable

Management	Rating
Allows customizing for individual learning needs.	4
Allows students to exit and resume at a later time.	4
Keeps a students performance record, where needed.	0
Allows control of various aspects of the software (e.g., turning sound off).	4
Allows for printed reports.	4
Comments:	<b>Total</b>
	<b>16</b>

Presentation/Interface	Rating
Presents material in an organized manner.	4
Has consistent, easy-to-use, on-screen instructions.	4
Has developmentally correct presentation format.	0
Adapts to different learning environments (learning styles/multiple intelligences, etc.)	0
Accessible for special needs students.	0
Runs smoothly, without long delays.	4
Presents easy-to-view text and graphics.	4
Presents easy-to-hear and understand sounds.	0
Avoids unnecessary screens, sounds, and graphics.	4
Provides immediate, appropriate feedback.	0
Comments:	<b>Total</b>
	<b>20</b>

Content—IT Web Design Career Major	Rating
Career Focus/Employability Skills/Workplace Readiness Skills	0
Use of Hardware/Software to Create/Change Web Pages	4
Perform Content and Technical Analysis	4
Develop Web Application Sites	4
Implement Applications/Site Design	4
Maintain Applications	4
Manage Web Environment	4
Maintain Internet Infrastructure	0
Comments:	<b>Total</b> <b>24</b>

Rating Scale:	2—Minimally
4—All or the time	1—None of the time
3—Some of the time	0— Not applicable

Instruction and Assessment	Rating
Identifies a Sense of Purpose	4
Builds on Student Ideas	4
Engages Students	4
Develops Computer Maintenance Ideas	4
Promotes Student Thinking	4
Assesses Student Progress	4
Enhances The Learning Environment	4
Reading level is appropriate for interest and ability level of intended student group; level remains consistent throughout.	4
Commonwealth Accountability Testing System (CATS) "like" Assessment is provided	4
Variety of Assessments (diagnostic, formative, summative, open response, multiple choice, individual, small group, oral, demonstrations, presentations, self and peer performance, portfolio prompts) is included.	4
Includes activities and opportunities for integration of technology.	4
Reflects researched-based practices (e.g. hands-on activities, technology, problem-solving situations)	4
Differentiation techniques and activities suggested.	0
Comments:	<b>Total</b> <b>48</b>

Rating Scale:	3 – Some potential for learning	1 - Not present
4 – High potential for learning	2 – Little potential for learning	0 – Not applicable

Organization and Structure	Rating
Organization is logical and allows for spiraling of content.	4
Vocabulary and key terms are clearly defined and easily accessible within each lesson.	4
Visual illustrations (e.g. graphs, charts, models) and examples are clearly presented and content-related.	4
Illustrations and language reflect diversity (e.g. racial, ethnic, cultural, age, gender, disabilities).	4
Legible type, length of lines, spacing, and page layout and width of margins contribute to overall appearance and use.	4
Student materials seem durable and conducive to daily use.	4
Includes sufficient glossary, index and appendices.	4
Employs accurate grammar and spelling	4
Organization of material can be effectively used with Standards Based Units, Core Content and Program of Studies.	4
Comments:	<b>Total 36</b>

Resource Materials	Rating
Teacher materials coordinate easily with student materials (e.g. additional resources included at point of need, student pages shown, integration of technology indicated)	4
Activities are included that adapt to the various learning styles, intelligences, and interest/ability levels.	4
Extension activities including adaptations and accommodations for students with special needs.	0
Resources provide objectives, background information, common student errors, hints, advice for lesson implementation and real-world connections, connections with career and/technology and references (e.g. solution manuals, study guides)	4
Suggestions are made for integration of themes and /or interdisciplinary instruction.	4
Integration opportunities suggested and examples given.	3
Teacher resources are available online.	4
Online resources available – Repeat of information in text.	4
Online resources available – Practice skills only.	0
Online resources available – New application materials.	0
Comments:	<b>Total 27</b>

Rating Scale:	
4—All or the time	2—Minimally
3—Some of the time	1—None of the time
	0— Not applicable